

## Jett, Philip

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**From:** Wells-Longshore, Matthew  
**Sent:** Wednesday, December 19, 2018 3:02 PM  
**To:** Morgan@ring.com  
**Cc:** Gibson, Rob; Lertch, Christian; Redfearn, Stephen; Leger, Aaron; lpct@amazon.com; Apreza, Ernesto; EDManuel@usps.gov  
**Subject:** Re: Aurora CO LE Supply Request - Action Required

Good Afternoon All,

Just wanted to give you a quick update on the progress of our operation.

As of now, we have not yielded any arrests. I'm not sure if I should be happy or sad about that! Ha. Maybe happy that no one in the areas we are in are victims of package theft but sad that we won't be able to showcase an arrest.

Denver ABC7, <https://www.thedenverchannel.com/>, was out this morning and was able to capture some video and sound of our morning briefing, footage of us packing up a box and showing the GPS tracker unit, and some interviews with myself and a USPS Postal Inspector. They also have good video of the boxes used (Thanks Amazon!) and a Ring Doorbell installed on a house (Thank y'all too!). They do have some other great footage including some of me placing a package on the porch and should be using that video from the ring doorbell itself.

Unless anything drastic occurs in the next hour, there probably won't be any footage of an actual arrest.

From what I've been told, they are wanting to air this story on the 6p news hour, TONIGHT. They are currently working on their story and videos associated with it.

Around the 6p hour I will push out the press release on our social media outlets. We will of course be tagging Ring's and Amazon's respective accounts.

If there is anything that you'd like me to include on these posts, please let me know.

Thanks again for all of y'all's help to ensure that this was a smooth and successful operation!

Matt

Officer Matthew Longshore  
Aurora Police Department  
Public Information Officer  
Desk: (303) 739-6616  
On-Call PIO - (720)432-5095

On Dec 18, 2018, at 10:56 PM, Morgan Culbertson <[morgan.culbertson@ring.com](mailto:morgan.culbertson@ring.com)> wrote:

Looks great, Matt! Appreciate your flexibility, will be on standby for Operation / release updates but otherwise this looks good to go.

As an update to the rest of the team: Matt and Aurora PD will be joined by a local abc7 reporter tomorrow who will be riding along to shoot b-roll and cover the operation under Matt's direction. The release will be updated pending the results of the Operation and dependent on when the abc7 segment goes live.

Stay tuned! Thanks everybody.

Morgan

Morgan Culbertson, Public Relations Coordinator - Neighbors

[Morgan@ring.com](mailto:Morgan@ring.com)

m: [REDACTED]

ABC Action News: [Tampa Police credits app for helping catch serial porch pirate](#)

CBS Miami: [New Technology-Based Security System Replacing Neighborhood Crime Watch](#)

FOX 11: [Green Bay Police partners with new app for "digital neighborhood watch"](#)

KENS5: ['Neighbors' app helps curb community crime](#)

On Tue, Dec 18, 2018 at 8:36 PM Wells-Longshore, Matthew <[mwellslo@auroragov.org](mailto:mwellslo@auroragov.org)> wrote:

Good Evening Morgan and Team!

Of course we can make adjustments. No worries at all.

We will use the #OperationGrinchGrab for internal and social media platforms, but leave it off of the official press release. I have also removed Amazon's logo.

Please see the new attached press release and verify that everything looks okay.

Thanks,  
Matt

***Officer Matthew Longshore***

Aurora Police Department

Public Information Officer

Media Relations Unit

Office of the Chief of Police

Desk: (303)739-6616

On-Call PIO: (720)432-5095

<http://bit.ly/AuroraPoliceNews>

**From:** Morgan Culbertson [mailto:[morgan.culbertson@ring.com](mailto:morgan.culbertson@ring.com)]

**Sent:** Tuesday, December 18, 2018 9:15 PM

**To:** Wells-Longshore, Matthew <[mwellslo@auroragov.org](mailto:mwellslo@auroragov.org)>

**Cc:** Gibson, Rob <[rogibso@amazon.com](mailto:rogibso@amazon.com)>; Lertch, Christian <[clertch@auroragov.org](mailto:clertch@auroragov.org)>; Redfearn, Stephen <[SRedfear@auroragov.org](mailto:SRedfear@auroragov.org)>; Leger, Aaron <[legaaron@amazon.com](mailto:legaaron@amazon.com)>; [lpct@amazon.com](mailto:lpct@amazon.com); [Morgan@ring.com](mailto:Morgan@ring.com); Apreza, Ernesto <[apreza@amazon.com](mailto:apreza@amazon.com)>

**Subject:** Re: Aurora CO LE Supply Request - Action Required

Hi Matt,

Apologies for the late feedback here! A few edits on behalf of Ring and Amazon's PR team below;

- Remove Amazon logo (as it is not the latest version and approval process to be able to use would take too long)
- Any chance we can revise the proposed headline? It would make both teams more comfortable moving forward if we could have something more clear and descriptive for the headline (i.e. Aurora PD Announces Package Theft Prevention Initiative) and reserve 'Operation Grinch Grab' for the more colloquial subheading or in body of release if it is the preferred nickname for the Operations by Aurora PD.

Ring's logo is ok to use so thats all from us for now :)

Thank you!!! And let me know.

Best,

Morgan

[Morgan@ring.com](mailto:Morgan@ring.com)

m: [REDACTED]

ABC Action News: [Tampa Police credits app for helping catch serial porch pirate](#)

CBS Miami: [New Technology-Based Security System Replacing Neighborhood Crime Watch](#)

FOX 11: [Green Bay Police partners with new app for "digital neighborhood watch"](#)

KENS5: ['Neighbors' app helps curb community crime](#)

On Tue, Dec 18, 2018 at 10:25 AM Wells-Longshore, Matthew <[mwellslo@auroragov.org](mailto:mwellslo@auroragov.org)> wrote:

Hello All,

Please see the attached PDF. There is a current blank space in the second paragraph to fill in if we make any arrests.

If anyone would like to see any adjustments made, please let me know.

Thanks,  
Matt

[REDACTED]

***Officer Matthew Longshore***

Aurora Police Department

Public Information Officer

Media Relations Unit

Office of the Chief of Police

Desk: (303)739-6616

On-Call PIO: (720)432-5095

<http://bit.ly/AuroraPoliceNews>

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**From:** Gibson, Rob [mailto:[rogibso@amazon.com](mailto:rogibso@amazon.com)]  
**Sent:** Tuesday, December 18, 2018 11:18 AM  
**To:** Lertch, Christian <[clertch@auroragov.org](mailto:clertch@auroragov.org)>; Redfearn, Stephen <[SRedfear@auroragov.org](mailto:SRedfear@auroragov.org)>; Leger, Aaron <[legaaron@amazon.com](mailto:legaaron@amazon.com)>  
**Cc:** Wells-Longshore, Matthew <[mwellslo@auroragov.org](mailto:mwellslo@auroragov.org)>; [lpct@amazon.com](mailto:lpct@amazon.com); 'Morgan@ring.com' <[Morgan@ring.com](mailto:Morgan@ring.com)>; Apreza, Ernesto <[apreza@amazon.com](mailto:apreza@amazon.com)>  
**Subject:** RE: Aurora CO LE Supply Request - Action Required

Copy that, thanks for the info.

Added our PR folks as well, thanks for all you do.

**Rob Gibson**

Logistics Loss Prevention – Sr PM, Concessions

345 Boren Ave. N, Seattle, WA 98109

(O) 206.765.4840

[rogibso@amazon.com](mailto:rogibso@amazon.com)  
[www.amazon.com](http://www.amazon.com)

[lpct-interest for updates](#)

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**From:** Lertch, Christian <[clertch@auroragov.org](mailto:clertch@auroragov.org)>  
**Sent:** Tuesday, December 18, 2018 10:14 AM  
**To:** Redfearn, Stephen <[SRedfear@auroragov.org](mailto:SRedfear@auroragov.org)>; Gibson, Rob <[rogibso@amazon.com](mailto:rogibso@amazon.com)>; Leger, Aaron <[legaaron@amazon.com](mailto:legaaron@amazon.com)>  
**Cc:** Wells-Longshore, Matthew <[mwellslo@auroragov.org](mailto:mwellslo@auroragov.org)>; [lpct@amazon.com](mailto:lpct@amazon.com)  
**Subject:** RE: Aurora CO LE Supply Request - Action Required

Good morning,

The APD operation is planned for tomorrow (Wednesday December 19<sup>th</sup>, 2018) from approximately 1100 hrs to 1900 hrs (11 a.m. to 7 p.m.). We will be focusing on the Southeast area of our City, designated as our APD District 3. PIO Ofc. Longshore is preparing a media release that will be sent out as soon as it is completed. Matt, please make sure that the folks attached to this email receive the release as well.

Thanks,

Christian

*Captain Christian T. Lertch*

Aurora Police Department

District 2 Deputy Commander

6 Abilene Street

Aurora, Co. 80012

Desk: 303-739-6386

Mobile: [REDACTED]

[clertch@auroragov.org](mailto:clertch@auroragov.org)

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**From:** Redfearn, Stephen

**Sent:** Tuesday, December 18, 2018 10:52 AM

**To:** Gibson, Rob <[rogibso@amazon.com](mailto:rogibso@amazon.com)>; Leger, Aaron <[legaaron@amazon.com](mailto:legaaron@amazon.com)>

**Cc:** Wells-Longshore, Matthew <[mwellslo@auroragov.org](mailto:mwellslo@auroragov.org)>; [lpct@amazon.com](mailto:lpct@amazon.com); Lertch, Christian <[clertch@auroragov.org](mailto:clertch@auroragov.org)>

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Good morning,

Im still out of the office. Captain Lertch and Officer Longshore have taken the reins on the op. We were looking at Thursday but due to the law enforcement funeral we have her the operation has been moved to Wednesday.

Ofc. Longshore is our PIO also and working on the media part. I have copied both gentlemen on this email.

Thanks,

Steve

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**From:** Gibson, Rob [<mailto:rogibso@amazon.com>]  
**Sent:** Tuesday, December 18, 2018 10:50 AM  
**To:** Redfearn, Stephen <[SRedfear@auroragov.org](mailto:SRedfear@auroragov.org)>; Leger, Aaron <[legaaron@amazon.com](mailto:legaaron@amazon.com)>  
**Cc:** [lpct@amazon.com](mailto:lpct@amazon.com)  
**Subject:** RE: Aurora CO LE Supply Request - Action Required

Captain just checking in to see if you have an expected operation date(s) and or any idea on possible media release?

**Rob Gibson**

Logistics Loss Prevention – Sr PM, Concessions

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